

WYOMING IS REAL



The Strategy That Sells Wyoming

A deliberate launch. A national audience. A local expert who understands how to make a Wyoming property impossible to ignore.

ALEXANDER LEXINGTON

Realtor with eXp Realty

307-998-3650 | wyomingisreal.com

THE DIFFERENCE

Your property is not just another listing.

A listing can be technically available everywhere and still be invisible to the people most likely to care about it. My strategy combines professional presentation, story-driven video, statewide real estate experience, and a highly engaged national audience.

55K+

FACEBOOK FOLLOWERS

20K+

INSTAGRAM FOLLOWERS

15K+

TIKTOK FOLLOWERS

15-20M

MONTHLY VIDEO VIEWS

ORGANIC ATTENTION, STRATEGIC AMPLIFICATION

My audience is built around Wyoming, relocation, land, unique homes, and the lifestyle people move here to find. When I take a listing, I add targeted paid promotion to extend that reach and put the property in front of people based on location, interests, behavior, and likely fit.

Attention is only valuable when it becomes action.

Every inquiry is answered, qualified, and moved toward the next step.

Audience figures are approximate as of August 2026 and fluctuate over time.

THE LAUNCH SEQUENCE

A listing launch should feel like an event.

The first impression shapes attention, urgency, and perceived value. I build the story before the property ever goes live.

1

Position the property

Identify the strongest audience, defining features, likely objections, and the clearest story.

2

Prepare the presentation

Create the shot list, staging plan, property facts, maps, aerial context, and supporting details.

3

Capture premium media

Professional photography, aerial imagery when appropriate, walkthrough video, and short-form social content.

4

Launch everywhere at once

MLS, syndication, social platforms, property alerts, direct outreach, and paid targeting work together.

5

Convert attention

Respond quickly, qualify interest, coordinate access, gather feedback, and adjust based on real market behavior.

Media built to stop the scroll.

THE VISUAL SYSTEM

Professional photography

Clean, bright, intentional images that establish value and make the property easy to understand.

Video storytelling

Walkthroughs and short-form videos designed to create emotion, curiosity, and shareability.

Drone and aerial context

When appropriate, show acreage, access, views, neighboring land, water, and the full scale of the setting.

Maps and property details

Clear boundaries, nearby public land, improvements, utilities, distances, and features that matter.

Property-specific web presence

A dedicated destination for qualified interest, supporting media, documents, and direct contact.

Creative refreshes

New angles, hooks, clips, and campaigns keep the property visible after the first week on market.

The goal is not more content.

It is the right content in front of the right people.

DISTRIBUTION

Exposure beyond the MLS.

MLS placement and national syndication are essential, but they are the starting point. My listings are supported by multiple channels that reinforce one another.

● **MLS and national syndication**

Accurate listing data distributed to major real estate portals and cooperating professionals.

● **Organic social reach**

A highly engaged audience already watching Wyoming real estate and relocation content every day.

● **Targeted paid promotion**

Additional budget used strategically to reach likely purchasers beyond existing followers.

● **Relocation and property alerts**

Direct exposure to people who have already told me what they want and where they want it.

● **Direct industry outreach**

Personal contact with real estate professionals, land specialists, investors, and niche prospects when appropriate.

● **Special-property targeting**

Focused outreach for luxury, acreage, recreational, income-producing, and one-of-a-kind Wyoming properties.

National attention. Wyoming expertise.

One coordinated strategy built around the property, not a template.

PRICING AND POSITIONING

Price creates the first signal.

The strongest marketing cannot permanently overcome a price the market rejects. The goal is to protect your position while creating enough urgency for qualified people to act.

MARKET EVIDENCE

Recent comparable sales, active competition, price reductions, time on market, and current absorption.

PROPERTY VALUE

Condition, location, acreage, improvements, utility, scarcity, presentation, and likely audience.

SELLER PRIORITIES

Timeline, financial goals, risk tolerance, showing flexibility, and the realities of the current market.

THE FEEDBACK LOOP

1

Before launch

Establish the strategy, likely audience, and a price supported by evidence.

2

First seven days

Measure views, saves, shares, inquiries, showing requests, and the quality of interest.

3

Weeks two through four

Compare activity with competing properties and identify patterns in feedback or objections.

4

Ongoing

Refresh creative, adjust targeting, and make evidence-based recommendations when the market changes.

FROM ATTENTION TO CLOSING

Marketing gets them interested. Service gets it closed.

A successful listing requires fast communication, organized access, accurate information, clear feedback, and steady management after the launch.

Inquiry response

Questions are handled quickly and serious interest is moved toward a showing, conversation, or offer.

Showing coordination

Appointments, access, property details, and follow-up are managed with as little disruption as possible.

Feedback and reporting

You receive meaningful updates about activity, questions, market response, and recommended next steps.

Offer strategy

Terms, financing strength, timelines, contingencies, and net proceeds are evaluated together.

Contract-to-close management

Deadlines, inspections, appraisal, lending, title, and communication stay organized through closing.

Straight answers

I will tell you what the market is showing us, even when the answer is not the easiest one to hear.

**You should never have to wonder
what is happening with your listing.**

Clear communication is part of the marketing strategy.

WHY ALEXANDER

Statewide experience. National visibility. Relentless follow-through.

I specialize in Wyoming real estate, relocation, acreage, luxury, and properties that need more than ordinary marketing. My job is to understand what makes your property different, build the strategy around it, and make sure the right people see it.

Let's make your property
impossible to ignore.

SCHEDULE A SELLER CONSULTATION

Alexander Lexington

Realtor with eXp Realty

307-998-3650

wyomingisreal.com

This guide is a general overview of potential marketing services and does not guarantee a sale, price, timeline, or particular result. Final services and obligations are established only through a signed listing agreement. Marketing methods are tailored to each property and may vary. Property information must be independently verified. Equal Housing Opportunity.